

## CONTENT STANDARD 10: Enterprise

*Students will demonstrate the techniques of enterprise and how they relate to product and service production, economics, human and material resources, and technology.*

### K - 12 PERFORMANCE STANDARDS

Educational experiences in **Grades K-4** will assure that students:

- identify various local businesses and industries as producers of goods or services; and
- create a mock business within the classroom or school.

Educational experiences in **Grades 5-8** will assure that students:

- describe the evolution of technological enterprise;
- discuss the influence of enterprise on culture, society and the environment;
- define the terms *single ownership, company, corporation* and *partnership*;
- explore the career possibilities and responsibilities in enterprise;
- identify and explore a variety of organizational structures, describing the advantages and disadvantages of each;
- explore market research and its relationship to satisfying consumer needs; and
- develop, distribute and evaluate a customer survey.

Educational experiences in **Grades 9-12** will assure that students:

- design a simulated enterprise and participate in a variety of roles within the organizational structure;
- explore company responsibilities toward employees, community and the environment;
- discuss the current and historical significance of unions;
- design a product based on customer need, available materials, tools, equipment and fiscal resources;
- develop a floor diagram and flowchart;
- define and use the quality control measures of pre-inventory inspection, statistical process control and total quality management;
- discuss the required modifications if a product were to be manufactured in a nontraditional environment;

(continued)

K-12 PERFORMANCE STANDARDS, continued

Educational experiences in **Grades 9-12** will assure that students:

- calculate the cost of producing a manufactured product and determine a retail price; and
- develop a marketing plan and successfully distribute a product.